

Brand Partnership with American Express



Key highlights

- American Express to pay Rewardle to advertise Shop Small initiative on tablet screens at point of transaction.
- Promotional activity will use less than 10% of the Rewardle Network and take place for approximately 1 week in September and 4 weeks in November.
- Partnership has scope for expansion and highlights the growing potential of Rewardle's media offering which is being enhanced by increasing scale, engagement and data.

Rewardle Holdings Limited ("Rewardle" or the "Company") is pleased to announce that it has signed a Brand Partnership with American Express to use the Rewardle Network to promote its Shop Small initiative.

Shop Small is a nationwide movement dedicated to supporting the thousands of small businesses in Australia, who are the backbone of our community and economy. The movement brings together support from the business community, governments and consumers encouraging them to support small businesses in their communities.

In 2015, 94,000 businesses took part in Shop Small and 100,000 American Express card holders registered to participate. Rewardle works with a growing network of over 5,400 local businesses and 2,000,000 Members.

As a marketing and payments Platform designed to connect local businesses with local consumers there is clear alignment between Rewardle and the Shop Small movement. While delivering on this initial engagement the Company will explore other opportunities to collaborate with American Express more broadly.

The partnership represents the Company reaping the benefits of investing in building scale, and clear market leadership that positions it to capture the digital migration of local marketing and commerce.

As a highly scalable technology business with largely fixed costs there is substantial potential for Rewardle to leverage its growing network and platform data to develop new revenue opportunities.

While continuing to build existing revenue streams, management is working on the development of new revenue opportunities through a variety of approaches including building, partnering and acquisition.

Rewardle Founder and Managing Director, Ruwan Weerasooriya said;

"Our progress in developing both brand advertising and Merchant Services revenue is being enhanced by our growing, engaged network of local businesses and members."

"As the leading marketing and payments platform designed to connect local businesses with local consumers the Shop Small movement clearly aligns with our mission and values. We're delighted to have initiated working with American Express and there is substantial scope to extend this relationship."

"Powerful network effects are working in our favour and clearly the bigger the Rewardle Network grows, the stronger our appeal is becoming for local businesses, local consumers and advertisers."

"Quite simply, the bigger our network, the more engaged our users are becoming and this supports the development of existing and future commercial opportunities."

About Rewardle Holdings Limited

Rewardle is a social network that connects over 2 million Members with over 5,400 local businesses around Australia.

The Rewardle Platform is a marketing and transactional platform that combines membership, points, rewards, mobile ordering, payments and social media integration into a single cloud based platform powered by Big Data analysis.

Rewardle is positioned to be a leading player as the worlds of social media, marketing, mobile and payments converge to transform how we connect, share and transact.

The Company is led by an experienced entrepreneurial team with a successful background in Internet and media businesses.

For more information please contact:

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